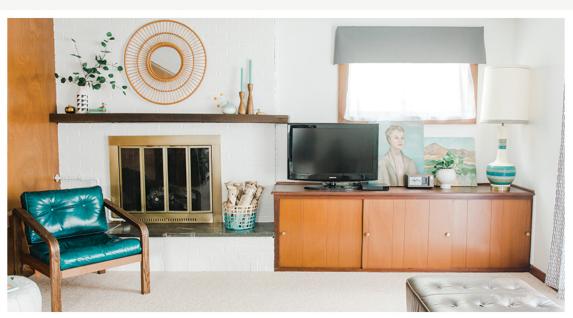
Dream Green DIY





01.

NAME

carrie waller 02.

BLOG

dream green diy 03.

LOCATION

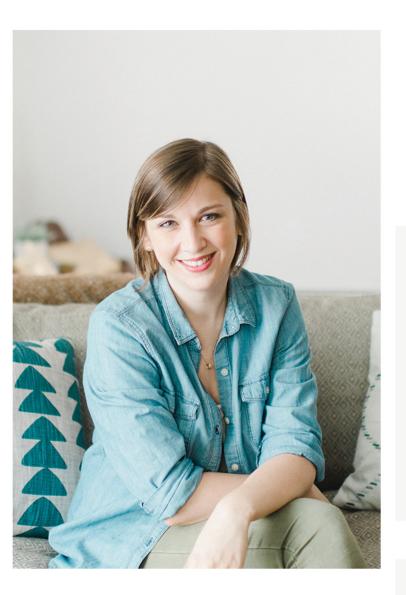
waynesboro, virginia 04.

GIST

crafter by day, writer by night

f → P 🖸 8+ 🗷

dreamgreendiy@gmail.com // @dreamgreendiy



About Us



Carrie Waller is the writer, stylist, and photographer behind the award-winning craft and lifestyle blog, Dream Green DIY. Her work has been featured by domino, Better Homes and Gardens, Design*Sponge and Apartment Therapy, among others. Carrie also is the features editor for Glitter Guide and a contributor for Oriental Trading Co.



Dream Green DIY was founded by Carrie in March 2011, and is the personification of her three main passions: DIY, design and living a creative life. While browsing DGD, you'll find original craft ideas and large-scale projects, conversations on recent design trends, thrift store transformations and a real-time peek at Carrie's life juggling her roles as wife, creative entrepreneur, and homeowner.



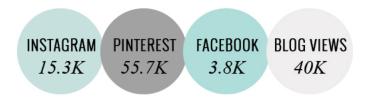
The Network



Focusing content on do-it-yourself projects and home décor solutions, Dream Green DIY has become a go-to resource for homemakers across the globe. The largely female audience visits from as far away as Taiwan and Australia, to here in Virginia.



One of the highlights of Carrie's career as a blogger has been getting the chance to partner with brands and creative leaders. That said, not a single product comes through her front door and not a single promotional link appears on her blog that she doesn't fully support. DGD readers have come to count on a certain level of integrity and authenticity, and Carrie is intent on maintaining that credibility.



TOTAL REACH: 115,000+ growing daily!





Your Investment



\$XXXX

Your product/concept will be showcased on DGD, with original photos, graphics, and copy crafted to enhance your brand.

WHAT'S INCLUDED

All original photography/copy/graphics, 1 tagged Facebook, Twitter, and Instagram, 1 Pinterest share to existing DGD board.



ASK ABOUT



\$XXXX

You'll get everything offered at Level One, in addition to original, full-scale DIY project conception to show your brand's *full* potential.

WHAT'S INCLUDED

All original photos/copy/graphics, 2 tagged Facebook and Twitter shares, 1 tagged Instagram share, 2 tagged Pinterest shares

GIVEAWAY IS ENCOURAGED AT THIS LEVEL FOR FULL ROI!



INSTAGRAM

Styled, tagged, and credited Instagram shoutout during peak hour

PINTEREST

Tagged Pin to existing Pinterest board. Includes original imagery.

SXXX

SXXX

GET A SENSE OF WHAT YOUR INVESTMENT PAYS FOR! TURN THE PAGE TO LEARN WHAT GOES INTO BRAINSTORMING, PHOTOGRAPHING, AND PROMOTING A SPONSORED POST, INCLUDED TIMELINE!

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A Sponsored Blog Post



Creative brainstorming alongside brand partner to come up with an organic, authentic project or story that will inspire readers. (1 hour)

Shopping for and/or gathering supplies for the chosen project.

Must factor shipping and pick-up into timeline. (2-3 hours)



THREE

Gather supplies for shoot (ex. lighting, backdrops, diffusers, reflectors, props, craft supplies). Furniture rearranging, as needed. (1-2 hours)

Finalize the arrangement and styling of craft materials or home decor styling story in preparation for photo shoot. (1-2 hours)



FIVE

Wait for best natural light. Photograph the craft project or styling story from all angles, with multiple prop changes for variety (2-3 hours)

Break down the photo shoot set-up. Put away craft materials and props. Furniture rearranging, as needed. (1 hour)





Upload photos to computer, and make final selects from the imagery. Edit photos using Lightroom. Rename and resize for web. (3-4 hours)

Upload photos to Wordpress and write post copy. Set up appropriate brand links and SEO terms. Send to brand for approval. (3-4 hours)





Make edits per brand comments. Schedule the post to go live on certain date, and draft social media promotion copy with brand tags. (2 hours)

TOTAL TIME FOR AVERAGE SPONSORED POST: 16-22 HOURS

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